

## **Thursday, April 10**

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8- 8:45 a.m.	Registration and Continental Breakfast
8:45 - 9 a.m.	Opening Remarks
9- 10:30 a.m.	<b>Strategic Planning</b> <i>Andrew Hudson, Vice President, Corporate Communications, ARCADIS</i>
10:30 - 11 a.m.	Break
11 a.m.- Noon	<b>Strategic Planning</b> (continued)
Noon- 1:15 p.m.	Networking Lunch
1:30 - 2:45 p.m.	<b>Messaging</b> <i>Ed Sardella, former news anchor, KUSA 9News and Eric Anderson, Principal/Partner, SE2</i>
2:45 - 3:15 p.m.	Break
3:15 - 4:30 p.m.	<b>Messaging</b> (continued)
6 p.m.- ?	Dinner Social (Restaurant Romp)

## **Friday, April 11**

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8 - 9 a.m.	Continental Breakfast
9 - 10:30 a.m.	<b>Writing Communications Plans</b> <i>Karen Morales, CEO/Owner Communication Infrastructure Group, LLC</i>
10:30 - 11 a.m.	Break
11 a.m. - Noon	<b>Writing Communication Plans</b> (continued)
Noon - 1:15 p.m.	Lunch / <b>Body Talk</b> <i>Jan Hargrave, Jan Hargrave &amp; Associates</i>
1:30 - 2:15 p.m.	<b>New Media</b> <i>Steven Silver, Principal, and Tracy Boyle, Senior Associate GBSM, Inc.</i>
2:15 - 2:45 p.m.	Break
2:45 - 4:30 p.m.	<b>Crisis Communications</b> <i>Steven Silvers, Principal, GBSM, Inc.</i>
4:30-4:45 p.m.	Closing Remarks
4:45 p.m.	Adjourn

- ☐ **YES!** Please register me for the Colorado Communicators Conference April 10-11 at the Doubletree Hotel in Greenwood Village.

Hurry....registration deadline is Thursday, April 3

Number of person(s) attending \_\_\_\_\_

Person #1 Name \_\_\_\_\_

Title \_\_\_\_\_

Person #2 Name \_\_\_\_\_

Title \_\_\_\_\_

Person #3 Name \_\_\_\_\_

Title \_\_\_\_\_

Jurisdiction/Organization \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone number \_\_\_\_\_

E-mail address \_\_\_\_\_

Enclosed find payment of \_\_\_\_\_ (\$150 per person, make checks payable to CML)

**Please return this form to:**

Colorado Municipal League  
1144 Sherman Street  
Denver, CO 80203  
Or fax to CML at 303-860-8175.

If hotel rooms are needed, please contact the Hotel Denver Tech (transitioning to Doubletree) for reservations directly at 303-779-6161. Conference room rate of \$127 per night is only guaranteed if reservations are made by March 17.

**Questions?** Call Lisa White at **303-831-6411**